

FOR CANON SOLUTIONS AMERICA

Success is Not a Destination - It's a Journey

1 The Challenge


The leaders of the Solutions Support Center knew they needed to cultivate a continuous improvement mindset.

2 The Action

By adopting the HDI Support Center Standard, the Solutions Support Center was able to develop the operating framework that aligned their support organization with their customers' needs, as well as the overall strategic direction of the organization.

3 The Result

The guidance and involvement of HDI has helped the Solutions Support Center become more efficient, more effective, and ultimately, able to better serve their customers.



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Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. Helping companies of all sizes improve sustainability, increase efficiency, and control costs, Canon Solutions America is a wholly owned subsidiary of Canon U.S.A., Inc. With a customer base of approximately 50,000 businesses, the support desk operations at Canon Solutions America (Solutions Support Center) consists of fifty dedicated individuals—each one of them HDI certified.

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The Challenge

The Solutions Support Center had a goal to become as efficient as possible while increasing performance and customer satisfaction. Believing that success is a journey, not a destination, the leaders of the Solutions Support Center knew they needed to cultivate a continuous improvement mindset. To do this, they developed formal plans—both short-term and long-term—but wanted to ensure that nothing was missing. The Solutions Support Center decided to engage outside resources to help them take a deeper look into how they operated.

The Action

They started with a benchmark study and then set out to address opportunities for improvement. One of the areas the Solutions Support Center needed help with was perfecting their overall operating framework. This is where HDI came in. By adopting the HDI Support Center Standard, the Solutions Support Center was able to develop the operating framework that aligned their support organization with their customers' needs, as well as the overall strategic direction of the organization.

Realizing the HDI best practices, methodology, and customer-first approach aligned well with their business objectives, the Solutions Support Center took the next step and engaged in the process of earning HDI Support Center Certification. With the understanding that a committee of support industry practitioners and experts from across the world would inspect and help to improve every aspect of their support operations, the Solutions Support Center welcomed the opportunity to prove their commitment to excellence, efficiency, and service quality. They also added the HDI Support Center Analyst certification to their standard training practices for all agents.

“By having our entire support center staff certified, we ensure that our customers not only get the best experience, but a consistent experience from agent to agent.”

- James Sharp, Executive Vice President

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The Result

In the end, the guidance and involvement of HDI has helped the Solutions Support Center become more efficient, more effective, and ultimately, better able to serve their customers. After implementing a series of process improvements brought on by the HDI certification process, the Solutions Support Center has seen advancements across all aspects of the operations—by increasing utilization, lowering the ASA (average speed of answer), and shortening resolution time, they have significantly increased their ability to quickly get customers back up and running.

“The insight and knowledge that we gleaned from the thousands of agents in the HDI network, who are experts in best practices across many industries, has been enormously valuable in the continuing development of our support center,” says James Sharp, Executive Vice President, Professional Services, Canon Solutions America. “By having our entire support center staff certified, we ensure that our customers not only get the best experience, but a consistent experience from agent to agent.”

Canon Solutions America has continued to expand its involvement with HDI, earning the HDI Team Certified award, participating in local chapter meetings and annual conferences, and taking advantage of HDI’s exclusive content on industry news, trends, and research. Their entire team, from agents to managers to the senior director, has joined HDI as members of the community.

**Learn more about HDI Certifications at
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